

HISTORIC LANDMARK COMMISSION
JULY 24, 2017
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1981-0005
Smith-Hage Building
325 E. 6th Street

PROPOSAL

Install 2 signs.

PROJECT SPECIFICATIONS

The applicant proposes the installation of two signs – one projecting and one flush-mounted. Both signs will be 14 square feet, and constructed of an aluminum cabinet with push-through acrylic letters covered with an opaque vinyl to create a “halo” effect. The proposed signs will replace existing signs of the same size. However, the existing signs are indirectly, rather than internally-lit.

STANDARDS FOR REVIEW

The Commission’s Standards for Review of sign applications include:

I. SIGN TYPES

A. FLUSH-MOUNTED SIGNS

A flush-mounted wall sign is one that is mounted flat to the wall.

LOCATION

- Locate a flush-mounted wall sign just above the display window. Do not locate a flush-mounted wall sign above second-floor windows.
- When feasible, place a wall sign such that it aligns with others in the block.
- When planning a wall sign, determine if decorative moldings exist that could define a “sign panel.” If so, locate flush-mounted signs such that they fit within panels formed by moldings or transom panels on the façade. In no case should a sign obscure significant façade features.

SIZE

- In general, the maximum wall sign area on a building should not exceed 7% of the overall façade area; in some cases, however, the Commission may consider approving a maximum of 10%, if overall compatibility with the District is demonstrated.
- The maximum height of an individual flush-mounted sign shall be 2 feet.

NUMBER OF SIGNS

- Only one flush-mounted sign shall be allowed for each distinct façade module.

B. PROJECTING SIGNS

LOCATION

- A projecting sign should be located near the business entrance, just above the door or to the side of it, near eye level. The bottom of the projecting sign, however, shall be a minimum of 9 feet above the sidewalk.

SIZE

- The maximum size of an individual projecting sign (one face) shall be 6 square feet. It may not extend from the building façade for a greater distance than 6 feet or a distance equal to 2/3 the width of the abutting sidewalk, whichever distance is less.

NUMBER OF SIGNS

- In general, only one projecting sign per building façade is allowed. However, where the Commission determines that the result would be compatible with the District, one projecting sign shall be allowed for each distinct facade module of a building.

II. SIGN MATERIALS

- Use materials that are compatible with the materials of the building façade.
- Painted wood and metal are appropriate materials for signs. Do not use unfinished materials, including unpainted wood.
- Use plastic only in limited amounts. Plastic may not be the predominant materials on any sign.
- Do not use highly reflective materials.

IV. SIGN LIGHTING

- Use an external, shielded lamp to direct light at the sign.
- DO NOT USE:**
1. Internal illumination
 2. Fluorescent lights
 3. Sodium vapor lights.

COMMITTEE RECOMMENDATIONS

Not reviewed.

STAFF RECOMMENDATION

Encourage the applicant to re-design the signs so that they comply with the lighting provisions of the Sign Guidelines.